DATE: 06/01/93 SALES INFORMATION SYSTEM TIME: 11:56
SUBJECT: WAL*MART WINSTON SUMMER PROMO SENDER: MARTY WASHBURN-4344

6-1-93

TO: ALL DM'S WITH WAL*MART AND WAL*MART SUPERCENTIER STORES

SUBJECT: DELAY IN SHIPMENTS OF PROMOTED PRODUCT TO WAL*MART

LADIES & GENTLEMEN:

DUE TO AN INTERNAL PROBLEM AT MCLANES, WINSTON $4.00 OFF PRODUCT ORIGINALLY SCHEDULED FOR SHIPMENT TO WAL*MART STORES BEGINNING 5-24-93, WILL BE DELAYED UNTIL 6-3-93 OR 6-4-93. IN SOME CASES SHIPMENTS MAY NOT REACH THE STORES UNTIL 6-7-93.

WAL*MART'S BUYER HAD INSTRUCTED ALL STORES TO ORDER ONLY PROMOTED PRODUCT DURING THE PROMOTION PERIOD. BECAUSE THE PROMOTED ITEM NUMBERS AND THE REGULAR WINSTON ITEM NUMBERS WERE NOT LINKED AT MCLANES, IF YOUR STORES ORDERED THE PROMOTED PRODUCT THEY PROBABLY WILL NOT RECEIVE ANY WINSTONS UNTIL THE NEW DATES INDICATED ABOVE.

PLEASE ADVISE YOUR PEOPLE TO MONITOR WINSTON STOCK CONDITIONS IN THESE CHAINS AND TO TAKE THE FOLLOWING ACTION:

1. IF LOW OR O-O-S ON WINSTON, ADVISE THE DEPT 01 MGR TO ORDER SOME BACK-UP WINSTON PRODUCT UNDER THE REGULAR ITEM NUMBERS IN ADDITION TO THE PROMOTED ITEM NUMBER.
2. COUPON WINSTON TO MEET COMPETITION AS NEEDED UNTIL THE PROMOTED PRODUCT ARRIVES.
3. UNDER NO CIRCUMSTANCES SHOULD WE "BUYDOWN" WINSTON IN THESE CHAINS. COUPON ONLY!!

THANK YOU FOR YOUR HELP WITH THESE CHAINS.

MARTY
AVP'S, RM'S, PAL
*** END OF MESSAGE ***

D.M 6/7/93
T&D 6/7/93
S.R.M. 6/11/93
S.A.M. 6/13/93

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Source: https://www.industrydocuments.ucsf.edu/docs/pfkn0000